

Non-consumptive Recreational Use Study: Washington's Pacific Coast

Summary:

The Surfrider Foundation and Point 97 (a company of Ecotrust) are collaborating with Washington state agencies, marine resource committees (MRCs), and recreational stakeholders on a Non-consumptive Recreational Ocean & Coastal Use Study for Washington's Pacific coast. The study is intended to provide high-quality spatial and economic information that is needed to inform the state's marine spatial planning process and other relevant decision-making. The study will utilize a peer-reviewed methodology that has been successfully employed in Oregon and the Mid-Atlantic region.

Project scope:

This study will focus on non-consumptive recreational use of Washington's Pacific coast. Activities to be surveyed include: water sports (e.g., surfing, diving, kayaking); shore-based uses (e.g., beach-going, wildlife viewing, clamming); and boating (e.g., motoring, sailing).

Objectives:

1. To estimate the size of WA's non-consumptive recreational ocean user community.
2. To collect detailed spatial information on current non-consumptive recreational ocean use including activity, extent, and demographics.
3. To estimate the economic impacts of non-consumptive recreational ocean use to WA coastal counties and the state.
4. To integrate baseline data into Washington's MSP Ocean Data Portal (GIS) to inform the MSP process and other relevant decision-making.

Methods:

The project will utilize an online survey instrument to collect data on coastal use patterns, trip expenditures, and demographic characteristics of coastal users. The survey will be used to collect data from respondents who are 18 or older, in two modes:

1. By randomly sampling from a standing internet panel, hosted by a private provider capable of probability sampling (respondents cannot self-select for this survey mode);
2. Through a non-random, internet "opt-in" process that will collect data from individuals in the non-consumptive recreational user community;

To capture seasonal effects, panel surveys will be conducted in two waves: (1) a "winter wave", and (2) a "summer wave". Survey effort will be allocated across the two modes to maximize the benefits and advantages of each mode.

Contacts

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